

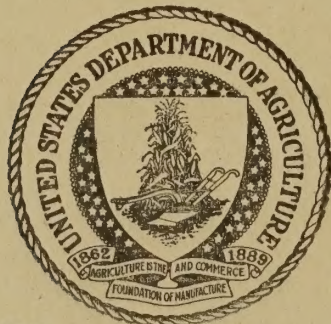
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AN OUTLINE ON THE VALUE OF WISE SELECTION //

BY DR. RUTH AYRES\*

ACTING CHAIRMAN, NATIONAL CONSUMER RETAILER COUNCIL, INC.

Wise selection of merchandise helps the buyer, helps the seller,  
helps the Nation:

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Why?

1. It helps the buyer choose an item that provides the most for the money in the price range that the buyer can afford.
2. It helps the seller, because really satisfied customers are repeat customers.
3. It helps the Nation, because each purchase is a vote for some producer. When the consumer vote is based on wise selection, it helps to keep the effective producer in production and to eliminate the producer who wastes resources in the production of shoddy and poor merchandise.

Wise selection requires care. One must learn what constitutes "good, worth while merchandise." One must learn to ask for it, and to ask for the information at the counter that makes wise selection possible. This information is of the type provided on the informative label:

1. What is the product made of?
2. How is it made?
3. How will it perform?
4. How should it be used?
5. How should it be cared for?
6. What are the manufacturer's or distributor's name and address?

When one has this information and can thus buy wisely, the results are:

1. Added value for the consumer's exchange dollar.
2. Support for merchants who help consumers to buy wisely.
3. Increase in the national standard of living through support of those distributors and producers whose resources go farthest.

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\*An outline prepared by Dr. Ruth Ayres for extension specialists.  
It was prepared in September 1948 at the request of Alice Linn.









